

## ORDER



Orders	Order / Rev:	103615	
	Alt Order #:	06830030	
	Product Desc:	BERKLEY FOR SENATE	
	Estimate:	30S	
	Flight Dates:	10/09/12 - 10/15/12	
	Original Date / Rev:	06/27/12 / 09/27/12	
	Order Type:	GENERAL	
	Primary AE:	Amy McCreary	
	Sales Office:	BLPHI	
	Sales Region:	National	
Agency	Name:	Shorr Johnson Magnus	
	Buying Contact:		
	Billing Contact:		
	1831 Chestnut St.		
	Philadelphia, PA 19103		
	Billing Type:	Cash	
	Billing Calendar:	Broadcast	
	Billing Cycle:	EOM/EOC	
	Agency Commission:	15%	
Advertiser	Name:	Berkley Shelley for Senate <i>Revised</i>	
	Demographic:	A35+	
	Product Codes:	PLC01	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	123	\$39,075.00	\$33,213.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	123	\$39,075.00	\$33,213.75	0.00
Totals	123	\$39,075.00	\$33,213.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$39,075.00
Market	100%	\$195,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,520.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,028.75
KTUD	0%	\$0.00
KVVU	25%	\$48,843.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,907.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner	M	430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week: 10/08/12	10/14/12	-TWT----		4			\$50.00		0.00				

Order / Rev: 103615 Advertiser: Berkley, Shelley for Senate  
 Alt Order #: 06830030 Product Desc: BERKLEY FOR SENATE KSNV  
 Flight Dates: 10/09/12 - 10/15/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner CM		430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWT--- 4 \$50.00 0.00															
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagner CM		430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$50.00 0.00															
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagner CM		5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$200.00 0.00															
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagner CM		5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 4 \$200.00 0.00															
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagner CM		6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	8	\$2,400.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 8 \$300.00 0.00															
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagner CM		6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$300.00 0.00															
E 7	KSNV	10/15/12	10/15/12	Today Show Today Show	CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
<b>TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 3 \$400.00 0.00															
E 8	KSNV	10/09/12	10/12/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.00	3	0.00	NM	12	\$4,800.00
<b>TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 12 \$400.00 0.00															
E 9	KSNV	10/09/12	10/12/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 4 \$175.00 0.00															
E 10	KSNV	10/15/12	10/15/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$175.00 0.00															
E 11	KSNV	10/15/12	10/15/12	M-F Today Show II 3rd HOM		9-10a	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
<b>TODAY 2</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$175.00 0.00															
E 12	KSNV	10/09/12	10/12/12	M-F Today Show II 3rd HOM		9-10a	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
<b>TODAY 2</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 4 \$175.00 0.00															
E 13	KSNV	10/09/12	10/12/12	CM	3-4p	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00	

Order / Rev: 103615  
Alt Order #: 06830030  
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4			\$200.00	0.00					
E 14	KSNV	10/15/12	10/15/12	Dr. Phil	CM	3-4p			M-----	:30	1	\$200.003	0.00	NM	1 \$200.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$200.00	0.00					
E 15	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			M-----	:30	1	\$300.003	0.00	NM	1 \$300.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$300.00	0.00					
E 16	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			-TWTF--	:30	4	\$300.003	0.00	NM	4 \$1,200.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4			\$300.00	0.00					
E 17	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			-TWTF--	:30	4	\$300.003	0.00	NM	4 \$1,200.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4			\$300.00	0.00					
E 18	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			M-----	:30	1	\$300.003	0.00	NM	1 \$300.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$300.00	0.00					
E 19	KSNV	10/15/12	10/15/12	M-F Early News	CM	5-630p			M-----	:30	2	\$450.003	0.00	NM	2 \$900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		2			\$450.00	0.00					
E 20	KSNV	10/09/12	10/12/12	M-F Early News	CM	5-630p			-TWTF--	:30	8	\$450.003	0.00	NM	8 \$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		8			\$450.00	0.00					
E 21	KSNV	10/09/12	10/12/12	Face to Face/Ralston Rep	CM	730-758pm			-TW-F--	:30	4	\$225.003	0.00	NM	4 \$900.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TW-F--		4			\$225.00	0.00					
E 22	KSNV	10/15/12	10/15/12	Face to Face/Ralston Rep	CM	730-758pm			M-----	:30	1	\$225.003	0.00	NM	1 \$225.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$225.00	0.00					
E 23	KSNV	10/13/12	10/13/12	Vegas Inc.	CM	6:30-8pm			-----S-	:30	1	\$150.003	0.00	NM	1 \$150.00
				Vegas Inc.											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S-		1			\$150.00	0.00					
E 24	KSNV	10/15/12	10/15/12	M-F Jeop/Wheel	CM	630-730pm			M-----	:30	.2	\$400.003	0.00	NM	2 \$800.00
				M-F Jeopardy/Wheel of Fortune											
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		2			\$400.00	0.00					
E 25	KSNV	10/09/12	10/12/12		CM	630-730pm			-TWTF--	:30	8	\$400.003	0.00	NM	8 \$3,200.00

Order / Rev: 103615  
Alt Order #: 06830030  
Flight Dates: 10/09/12 - 10/15/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	<b>BERKLEY FOR SENATE</b>
Estimate:	30S

Order / Rev: 103615  
Alt Order #: 06830030  
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 34	KSNV	10/15/12	10/15/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$185.003	0.00	NM		2	\$370.00
<b>TON SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$185.00 0.00															
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$185.003	0.00	NM		8	\$1,480.00
<b>TON SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 8 \$185.00 0.00															
E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003	0.00	NM		4	\$1,700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 4 \$425.00 0.00															
E 37	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$425.00 0.00															
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.003	0.00	NM		2	\$800.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----SS 2 \$400.00 0.00															
E 39	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003	0.00	NM		2	\$450.00
<b>SAT TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 2 \$225.00 0.00															
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.003	0.00	NM		2	\$300.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 2 \$150.00 0.00															
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$200.003	0.00	NM		1	\$200.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$200.00 0.00															
E 42	KSNV	10/14/12	10/14/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$350.003	0.00	NM		2	\$700.00
<b>SUN TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S 2 \$350.00 0.00															
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003	0.00	NM		1	\$550.00
<b>SNL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$550.00 0.00															

Totals 123 \$39,075.00